# COLLABORATIVE

# INNOVATION

# & LEAN MANAGEMENT IMPLEMENTATION

Winslow Group

International Collaborative Leadership Institute

### Strategic Importance of Innovation:

In a fast moving, rapidly changing world, the most important source of competitive advantage is INNOVATION, pure and simple. Without innovation, organizations quickly become obsolete. Innovation tightly linked to profitability and prosperity.

### Disappointing Results:

However, despite massive efforts to gain innovation, overall 50% of innovation efforts fail to produce satisfactory results, and 75% of Lean Management initiatives fall flat. Why such poor performance?

### The Illusions:

Many have believed that by training people in Creativity, more innovation would result – with poor results – people are born creative, you don't have to train them. Others claim that Senior Executive Support was necessary; and, while true, exhortations and rallies are simply not enough. Something else was missing. What unleashes innovation?

### Three Missing Elements:

From extensive research and years of field experience implementing alliances, we have learned that most innovation efforts overlook three critical issues that make all the difference:

1. *Differentials in Thinking* are the source of innovation; a collaborative culture is essential to keep differences from becoming destructive

2. All Innovation today is *Collaborative*, thus *Trust is Essential*

3. There are *Seven Different Types* of Innovation; the right form(s) of innovation must be targeted, supported, and built upon

The old adage: "if two people in the same room think alike, one is unnecessary," prevails:
*Innovation comes from people who see their world in new and different ways.*

By tapping into the co-creative energies of differentials in thinking, and aligning those energies positively, cross-boundary interactions can become *the unique structure* in an organization to unleashing the innovative potential of the *synergies of differentials*.

# Collaborative Innovation & Lean Implementation

## Why a COLLABORATIVE INNOVATION WORKSHOP?

Rapid innovation is an absolutely essential element in today's strategy. Success or failure hangs in the balance. Innovation is essential to create competitive advantage. For many it is also a path of disillusionment, as leaders have found that simply making innovation a priority does not create results. A large number fail to gain traction because they miss a fundamental point: all innovation is, by its very nature, a collaborative effort, and therefore interpersonal *trust* is a "must have" ingredient; innovation requires the interaction of many -- from idea development to realization of value.

This workshop will reveal how best practices produce dramatic improvements in innovation. This practical "roll up your sleeves" program is designed to focus on your company's core business opportunities. Bring your internal team, and even your most valued customers, alliance partners, and suppliers – you will have the opportunity to redesign the value you create for each other.

### What can I expect?

Participants develop their own strategies & techniques that they can begin applying immediately into their organization.

Learnings will be offered through case examples, interactive sharing of ideas, and practical project development sessions.

## Who Will I Learn From?

Gary Loblick is considered one of the most successful implementers of Lean Management systems in North America. He has "cracked the code" on why over 80% of lean implementations have failed. His system, which he has implemented in both manufacturing companies and service companies (such as health care and social service) have produced extra-ordinary results – often far beyond what was expected.

Robert Porter Lynch has been recognized for his ground-breaking work in creating "alliance and collaborative innovation architecture." He has trained thousands of business leaders around the world in the best practices of Collaborative Leadership and Alliance formation and management.

## Highly Acclaimed

Recent sessions in North America have been highly successful. This is a sample of the comments:

> *Superb! Excellent Content*
> *Great info on a fresh new topic*
> *Made me think, A great learning experience*
> *Great Work! Well Organized*
> *Completely Shifted my thinking*
> *One of the best seminars ever attended*

## Who should attend?

The program is designed for upper and middle management who are seeking to increase synergy, teamwork and collaborative innovation with their organization.

This session will prove to be highly useful for any group that needs better coordination, joint problem solving, communications across boundaries, and wants higher levels of human energy. Leaders that know that something is missing in their unit typically discover something powerful, energizing, and eye-opening.

**Agenda**

**COLLABORATIVE INNOVATION & LEAN MANAGEMENT IMPLEMENTATION KEY POINTS:**

**WHY 90% OF LEAN MANAGEMENT IMPLEMENTATIONS FAIL**
Lack of Trust & Collaboration
Failure to Understand Constraints
Senior Management Engagement

**WHAT YOUR MUST KNOW BEFORE YOU START**
All Innovation Comes from Differentials In Thinking
Speed & Flow Triggers Innovation, Generates Cash-Flow, & Identifies NVA
Trust & Teamwork are essential to success
Engage Internally *first*, *then* the Value Chain:Suppliers & Customers

**SEVEN DIFFERENT TYPES OF INNOVATION FOR PRODUCTIVITY**
To Maximize Innovation, have a game plan focusing on the best
innovation target -- utilizing several different types of innovation
- Technological Innovation
- Systems Integration Innovation
- Product Improvement Innovation
- Process/Value Add Innovation
- New Business Model Innovation
- Customer Service Innovation
- Socio-Organizational Innovation

Maximize competitive advantage by selecting the right "mix" of innovation strategies

**MAKING LEAN WORK**
Key Issues
Best Sequence
How to Engage
How to Reward
How to Expand

**INNOVATION A COMPETITIVE ADVANTAGE**
Innovation needs targets for increasing productivity, creating economic advantage, or
providing points of product/service differentiation
Innovation in Supply Chain often provide 50% or more profit improvements -- Supply Chain is
typically commanded by people not versed in collaborative innovation and strategic alliances

**CHAMPIONS OF INNOVATION – CRITICAL LEADERSHIP ROLE**
Innovation takes a special type of leadership to nurture innovation through its stages

**CRITICAL ROLE OF TRUST IN THE INNOVATION GAME**
Without trust, collaborative innovation will virtually grind to a halt (the chemistry of the brain
actually causes this problem)
Eight Principles that will Build Trust and unleash the flow of innovation
Six Characteristics of best Collaborative Innovation Teams who will produce great innovation

**CASE EXAMPLE OF ALLIANCE INNOVATION (OPTIONS)**
Albertan Examples
Aviation Industry: GE Engines
Transportation Industry: Fast Track Construction
Automobile Industry: Fast Track Design
Airline Industry: Impact of Trust on Profits

## DID YOU KNOW?

Without trust, the brain's chemistry actually shuts down our ability to collaborate *and* to innovate.

**Available in Three Formats**
- 1 Day
- 1 ½ Day
- 2 Day

## You Will Learn:

- How to create a powerful *Strategic Imperative* that will gain senior executive support for Collaborative Innovation to ensure success and real competitive advantage
- How to think strategically about your Innovation Program
- Why collaboration and trust are the most important factors in getting innovation to flow through the whole organization
- Why your customers and suppliers may be your best *Innovation Partners*
- How to *Build Trust* that spurs sustainable innovation
- Who is best suited to serve on an *Innovation Team*
- What actions and policies actually block innovation
- How to use *Differentials in Thinking* to drive innovation
- How to champion a *Collaborative Innovation Alliance* and why this isn't a job for the timid
- How to avoid the *Typical Pitfalls* that cause programs to fail
- Basic Language, Best Practices, and Tools for *Targeting the Right People and the Right Innovation Priorities*
- Three Factors that produce a powerful *Culture for Innovation*
- Where to find *Innovation Opportunities*
- *Critical Metrics* to spur rapid advancements

"I recently attended your Trusted to Innovate course. In listening to comments from our group, I know we all would have enjoyed a full week of absorbing information from your vault of knowledge and experience. I've seen my share of presenters over the years who succeeded in delivering content, making a difference, and providing a learned point of view of the subject matter. I've never felt more compelled however, by one person's passion for the content's scope, and their "call-to-arms" approach to the peripherals that support the content: **how we carry ourselves as humans in general**."
*– John Countey, Business Innovation Manager, Daymon Worldwide*

## Key "Take-Away" Topics will include:

- How to form *Initial Pilot Projects* to gain traction & momentum and an *Action Plan* to move forward
- How to build a World Class Innovation & Lean Program
- How to build trusted cross-functional innovation teams
- How to convince senior executives about the key roles they must play to be effective, and what not to do
- How to leverage the Seven Types of Innovation to your advantage
- How to use the Four Drivers of Human Behavior to determine who you can trust and who you can't
- How to identify the best people who can collaborate to innovate
- Critical factors in leading and championing an Innovation Initiative
- How to avoid typical pitfalls that cause innovation programs to fail
- How to turn breakdowns into innovation breakthroughs
- Key factors for using trust to generate high team performance
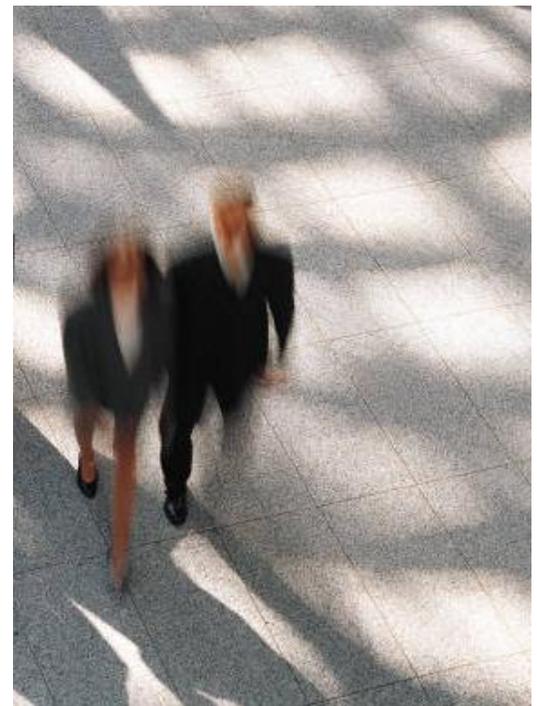
# What others have said about this workshop:
(comments from previous sessions)

"This gives me a new way for forward.
I now know the roadmap to be a
proactive Champion of Innovation."
– Patrick Hehir, Vice President,
   Strategic Innovation, Flextronics

"Really opened my eyes to a brighter world. I came away really understanding
how I can impact a greater sphere beyond those I have been collaborating with
both internally and externally.  Frankly, I was truly inspired... It was dead on."
– Dr. Malcolm De Leo, Director of Alliances & Technology Development, Clorox

"Excellent!  I am more convinced than ever on the importance your work....and the
connection to brain chemistry.  We are part of a small group on the bleeding edge of an
upcoming revolution in 21st century organization dynamics."
– Ross Smith, Senior Director, Microsoft

"Thank you for your passion and wisdom by faithfully speaking the truth to business
people!  These messages are critical at such a time as this!!"
– Michael Allen, CEO, Ventura Mfg.

"Robert Porter Lynch is my 'Trust Advisor;' absolutely the best!"
– Michael Kerrigan, Author: *Characters with Character*

"The most compelling and insightful framework about trust yet. Robert's insights about
how to turning trust into competitive advantage and economic return are unexcelled.
Senior executives will benefit enormously from his monumental work."
– Paul R. Lawrence, Professor Emeritus, Harvard Business School; Author*: Driven to Lead*
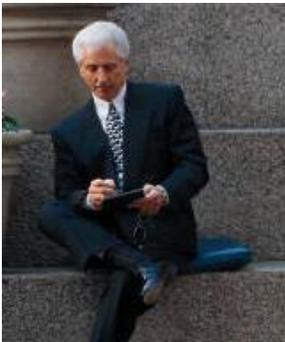
"Exhilarating and Inspiring, this is the next breakthrough in alliances
and human relationships. The Architecture of Trust in a Grand
Unifying Principle that makes sense of lots of seemingly disparate
phenomenon and ideas."
– Tom Halle, Hitachi

"Robert Porter Lynch has discovered the missing code on Trust.
There's an important difference between subject matter experts and
real groundbreaking thinkers; he's definitely the latter.  If there were
one resource I'd turn to on matters of Trust, Mr. Lynch would be that
thinker."  – Paul G. Stoltz, Ph.D. Author, *Adversity Advantage* &
*Adversity Quotient*

Based on input from over 5000 senior executives, we've found that high-trust gives organizations have at least a 25% competitive advantage.

In hundreds of Lean Management Implementation, we've learned that without building the program on a strong level of trust and collaborative spirit, the chances of success are very, very low.

Because the best innovation originates from people who *do not think alike*, irresolvable conflict, not innovation, is often the fatal result. Trust is essential, and we have discovered a special type of trust must prevail to create vital synergies, not let other forces destroy them.

## What Value Can I Expect?

This will be a real work session applying principles and practices that produce World Class collaboration, innovation, and trust in the value chain. As a result of this session, you can expect at least a doubling of your innovation streams , cash flow, and profit margins.

## Who Will I be Working With/Learn From?

Gary Loblick is a senior executive who is in the vanguard of high performance companies throughout North America.

As an experienced turn-around CEO, biggest breakthrough in transforming under-performing companies was the unifying of three key understandings about business that had heretofore been operating independently.

1. Increasing Speed & Flow Rates based on Theory of Constraints
2. Building Trusted Teams that can work Across Functional Boundaries
3. Using Lean Techniques that remove Non-Value Added Work

**When combining these three forces in unison, profits jumped, often rates that astounded the accountants and investors.**

Learn from a practical, hands-on thought leader and expert professional with an extensive world-wide track-record whose methods consistently produce high performance

International
Collaborative
Leadership
Institute

We are NOT Consultants; we are Resultants -- "Architects & Capability Builders" who deliver a tested and effective strategic system and process methodology that harnesses the innovative power of differentials across internal and external boundaries.

- We Design/Co-Create Collaborative, Alliance & Trust based Innovation Systems
- We Give Clients Long-Term, Sustainable Capabilities that Produce Results

While we do analysis and give advice, neither are our primary purpose -- our job is to co-create, with our clients, the most sustainable, regenerative system of useful competitive advantage through our Collaborative Innovation Architecture ™